

Mid-summer wildflowers blanket Albion Basin above Alta Ski Resort, *Mel Lewis*
 Back Page: Subalpine meadows, Dixie National Forest, *Mel Lewis*

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GARY R. HERBERT
 Lieutenant Governor

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Greetings tourism partners! Despite early heat, fear of escalating gas prices, and most recently forest fires, we are hearing that everyone's summer is very busy! It certainly has been at the Utah Office of Tourism, where Utah Travel Guide requests have far surpassed what we could have predicted from spring/summer ad campaigns. Phone calls and web hits are also up astronomically!

Despite a number of conditions that could have worked against our visitor increases, we are excited about the results of your efforts, the co-op marketing

The Utah Office of Tourism is encouraging Utah residents and out-of-state visitors in surrounding states to vacation in Utah this summer. The "Visit Utah First, Just a Tank Away" campaign was launched in mid-June on KSL Newsradio 102.7 FM and 1160 AM with spots featuring Leigh von der Esch, UOT's managing director.

"We are highlighting Utah destinations this summer with gas prices higher this year than

Governor Jon M. Huntsman, Jr. was unanimously elected vice-chairman of the Western Governors' Association (WGA) at their 2007 annual meeting held June 10 - 12 in historic Deadwood, South Dakota.

"I am honored my fellow colleagues have entrusted me with this position," said Governor Huntsman. "I look forward to serving with them as we work to identify solutions to the critically important issues surrounding the West."

Managing Director's Message

Leigh von der Esch

partnership and the great work of the advertising team of the UOT board, Struck Advertising agency and staff.

We are also grateful for the leadership we have in the state and the fire suppression response. Utah firefighters and others from around the country have worked tirelessly to knock down and contain what Mother Nature has thrown not only at Utah, but other western states suffering from drought and dry conditions.

For some reason, the 24th of July seems like the beginning of the end of summer for

many! But we know there is more of our great summer playground to visit, which is why we are continuing to run our "Visit Utah First, Just a Tank Away" promotion on KSL. We are hoping to continue this program through September, and if we can identify more funding or paying partners, we will run it year-round to tout as many events activities and destinations as possible!

We hope you enjoy the rest of the summer. Be certain to review the dates of upcoming meetings and tours either attended by or sponsored by the UOT.

UOT Launches Regional "Visit Utah First" Program

they were a year ago," said von der Esch. "The radio segments feature places families can visit just a tank away. Utah has so many beautiful places to visit that are right in our own backyard, including national and state parks, cultural and historic sites, pageants and plays, festivals and activities for the whole family to enjoy!"

The weekly radio segments air on KSL Newsradio, a 50,000 watt clear channel AM

radio signal with a coverage area that reaches Idaho, Nevada, Wyoming and other surrounding western states. The campaign will run through autumn.

The Utah travel spots will also be heard on KSL FM, Utah's first News/Talk Station, and can be found on www.ksl.com, one of the Intermountain West's premier news, entertainment, and information websites. The campaign has also been featured on KSL-TV.

Governor Huntsman Elected WGA Vice-Chair

The Western Governors' Association serves the governors of 19 states and three U.S.-Flag Pacific Islands by providing a bipartisan forum for discussion of, and setting policy regarding issues specifically related to the West. These issues range from economic development, technology, transportation and clean energy resources to protection of wildlife, landscapes, water resources and air quality.

As WGA Vice Chairman, Governor

Huntsman will work closely with Wyoming Governor Dave Freudenthal, who was elected WGA Chairman at the same meeting. Together, Governors Freudenthal and Huntsman will focus their efforts on energy policy and climate change.

Following precedent, Governor Huntsman will likely become the Western Governors' Association Chairman at the organization's 2008 annual meeting to be held next summer in Jackson Hole, Wyoming.

Utah's Ski Industry Scores Another Record Breaking Year

The 2006-2007 ski season marked the fourth consecutive year in which a new visitation summit was reached for the state's 13 active resorts. The recorded total of 4,982,094 skier days – one person visiting a ski area for all or any part of a day or night for the purpose of skiing – may have been only 19,906 more than the prior winter's record, however industry officials believe the continued growth in skiers and boarders carving Utah slopes is evidence that post-Olympic increases in national visibility are increasing the cachet associated with skiing in Utah.

When Ski Utah President Nathan Rafferty released the season's numbers on June 13, he calculated that ski-related tourism contributed more than \$700 million to the state's economy last winter. He thanked the Utah Office of Tourism for

helping the resorts to advertise their product to out-of-staters by contributing several million dollars in the past two years for promotional campaigns, saying those advertising dollars helped the state capitalize on the international spotlight of having staged the 2002 Winter Olympics and entice skiers to come try Utah's slopes for themselves.

Rafferty added that despite snowfall totals far below normal, which may have kept discouraged locals away from the resorts, destination skiers continued to show up in larger numbers than ever. "The destination crowd did it," he said. The destination skiers are a good crowd to capture. Ski Utah's skier/snowboarder survey for the 2005-06 season determined out-of-state visitors spend an average of \$269 per day. Utahns spend \$46. As Rafferty stated, "For many out

of state skiers, a weak Utah winter was better than anything they'd ever experience back home." Also as luck would have it, the peak periods for out of state skiers to book vacations at the Wasatch resorts, over the Christmas holiday week and President's Day, received the best shots of new snow all winter.

Season	Skier Days	Rank
2006-07	4,082,094	1
2005-06	4,062,188	2
2004-05	3,895,578	3
2003-04	3,429,141	4
2002-03	3,141,212	6
2001-02	2,984,574	10
2000-01	3,278,291	5
1999-00	2,959,778	11
1998-99	3,095,347	8
1997-98	3,101,735	7



Cruising at Park City Mountain Resort

Applications Received For FY-08 Cooperative Marketing Program Funds

By the end of the day on the June 29, 2007 deadline, the Utah Office of Tourism staff had received a total of 48 Co-op applications requesting \$2,549,575.38 in Cooperative Marketing Program dollars to be spent on out of state advertising or marketing projects.

Oral interviews are scheduled for July 31 and August 1 and will give the Board of Tourism Development Co-op Committee the opportunity to hear directly from applicants

before making funding recommendations to the full board during the UOT board meeting, August 10 at the Davis Convention Center in Layton.

There is currently \$2.2 million available in Cooperative Marketing Program funds for the fiscal year. Those eligible for the annual co-op program include cities, counties, non-profit destination marketing organizations (DMO's) and similar public entities that have

been established as a non-profit for a minimum of one year. The Utah Office of Tourism will match up to 50% of the cost of a marketing project. All projects must utilize the Utah "Life Elevated" brand and have a call to action.

For additional information on the state's Cooperative Marketing program, contact the Utah Office of Tourism, (801) 538-1900 or visit <http://travel.utah.gov>.

UOT Board Funds Foreign Language Marketing And Madden Pre-Print

In late June, members of the Utah Board of Tourism Development approved \$7,500 in Special Opportunity Cooperative Marketing funding for San Juan County Economic Development and Visitor Services to finance foreign language translations of www.utahscanyoncountry.com, the area's visitor web site. The project will capitalize on recent marketing activities, including exposure from the recent 2007 Red Bull Air Race Championship Series held in Monument Valley. The race will be broadcast in more than 80 countries through November.

"This is a great way for the state to partner with San Juan County and leverage a

successful Utah event," said Leigh von der Esch, managing director of the Utah Office of Tourism, Governor's Office of Economic Development.

"For me this is what the special opportunities fund is all about – capitalizing on something positive that happened in San Juan County," said Hans Fuegi, chairman of the board's Cooperative Marketing Committee.

The county will translate its web site into five languages: German, French, Spanish, Mandarin Chinese, and Japanese.

San Juan County reports the number of visitor requests has jumped from 100 a day last fall to nearly 2,200 daily requests for

information after the air race. The county has received 26,000 visitor requests through June of this year compared to a total of 28,000 telephone and electronic inquiries in all of 2006.

During the same meeting, the tourism board also set aside \$300,000 in cooperative funds for Madden Pre-print inserts that will run in newspapers across the country. A "Life Elevated" winter insert will be placed in papers this fall in California, Florida, Georgia, Illinois, New Jersey, New York and Texas. The Utah Office of Tourism ran a Madden 20-page insert in national newspapers this spring that generated numerous requests for information on Utah destinations.

Bear River Refuge Offers Guided Bird Watching Tours

The staff and trained volunteers at the Bear River Migratory Bird Refuge west of Brigham City are offering guided van tours for budding ornithologists of all ages. A limited number of private cars may also join the tours via two way radios and binoculars, available for check out at the James V. Hansen Wildlife Education Center. Tours are appropriate for children and adults, alike.

The guided tours are designed to

include three hours of bird and wildlife sighting opportunities, as well as an overview of the history and importance of the Bear River Refuge's ecosystem to the migratory patterns of hundreds of bird and animal species and the current management of the refuge. Tours are offered on Thursdays and Fridays, 9 am to noon and 4:30 to 7:30 pm. Saturday tours are held 11 am to 2 pm and 3:30 to 6:30 pm.

The length of each tour can be adjusted to be shorter or longer depending on the desires of participants and the availability of leaders.

Each tour begins and ends at the Wildlife Education Center, accessible from I-15 exit #363 (Forest Street) in Brigham City, then one block west. For additional information, contact the refuge at 435-723-5887, <http://bearriver.fws.gov> or bearriver@fws.gov.



James V. Hansen Wildlife Education Center, Bear River Migratory Bird Refuge

According to a Sundance Institute report released in late June, January's annual Sundance Film Festival brought in about \$59.6 million in estimated total spending to the state.

The institute collaborated with the Bureau of Economic and Business Research at the University of Utah's school of business on the report, which was based on festival attendee surveys filled out in Park City, Salt Lake City, Ogden, and at the Sundance Resort regarding where visitors spent their money and how much they spent.

Nearly 49,000 people attended the festival this year. Of those, about 29,000 were out-of-state visitors and about 8,000 were international.

This year, 48 percent of those who attended the festival were here for the first time. Ninety-eight percent of festival visitors told surveyors they intended to return for future festivals. The festival also boasts an ability to attract people to Utah. Of those who took the survey, 65 percent said they would visit Utah again for vacations.

These figures pleased UOT Managing Director Leigh von der Esch, who noted that the state Tourism Development Board invested cooperative marketing funds to help Park City-area tourism groups promote the film festival beyond Utah's borders.

"We're delighted with the numbers they show are bringing in," she said.

Skiing

37 percent of visitors skied in Utah while attending Sundance.

Spending

Average festival-goers stayed five days. They spent \$1,234 during their stay (\$248 daily).

Who Went

The average attendee was female, age 25 to 35, a college graduate, with an annual household income of \$50,000-\$100,000.

Coverage

Televised advertising value was \$3.5 million and publicity value was \$10.6 million.

Source: Bureau of Economic and Business Research survey

Federal Funding Guarantees More Northern Utah Kids In The Woods

Early this summer, the local recreation promoter Nature's Outdoor World-Northern Utah received a portion of \$500,000 provided by the U. S. Forest Service to build a partnership-based challenge grant project called "More Kids in the Woods." The program was one of only 24 recipients out of more than 250 applicants nationwide.

The Cache County-based project trains after school and summer program leaders in nature-based learning activities and ways to encourage youth recreation in the outdoors, emphasizing the youths' connection with the surrounding national forest and wildlife areas. The



project's partners, who will match U.S. Forest Service funds for a total of \$937,000, include Alliance for Youth,

Logan City and Cache Schools, 4-H, the Boy Scouts, Boys and Girls Clubs, Stokes Nature Center, the Hispanic Coalition, Nature's Outdoor World Northern Utah Program and Utah's Wasatch-Cache National Forest.

"More Kids in the Woods" is intended to improve children's health and develop an active connection between America's youth and the outdoors. Nationally during this inaugural year, the U.S. Forest Service funding, in conjunction with each project's partners, will jointly provide over \$1.5 million to close the gap between children and nature.

Travel Trade Highlights



German tour operators explore the southeastern Utah outback on a UOT/Delta Airlines FAM tour

adventure opportunities for new or enhanced product development. Managers from Hauser, Hagen Alpin Tours, Argus, CRD, Suntrek and America Unlimited joined the UOT's Clayton Scrivner and Rebecca Kats and enjoyed such activities as horseback riding on Antelope Island, scenic flights over Canyonlands and Monument Valley, a San Juan River trip, hike to Delicate Arch, jet boat trip down the Colorado River and a slickrock Hummer trek.

In June, the Utah Office of Tourism joined forces with the state tourism offices of Arizona, Colorado and New Mexico to present "Where America's Mountain West Meets Desert Southwest" to the Benelux countries (Belgium, The Netherlands and Luxemburg). The program included the development of a Benelux product inventory for the four states and the distribution of six press releases to key media contacts on such topics as adventure travel and city breaks. UOT's Patti Denny joined a June 10 to 16 four states sales mission to the region that included individual

sales and training calls and Utrecht and Brussels trade/media events. As follow-up to the mission, a four state Benelux press tour will be conducted in October 2007.

The 6th annual Visit USA (UK) annual Summer Ball was held July 4. This prestigious sell-out black tie event is one of THE events on the annual travel industry calendar. Some 320 key decision makers from tour operators, airlines, hotels and auto rental companies attended and were treated to breathtaking images of Utah's Greatest Snow on Earth® on the big screen, as well as images of other Utah icons. Ski Utah provided one of the evening's most coveted prizes - a pair of Rossignol Zenith 9 skis and bindings. The lucky winner was Steve Hartridge, editor of *Selling Long Haul*, a UK travel trade magazine. Hartridge was reportedly "over the moon" at winning the skis and plans are being made to attempt to bring him to Utah for his inaugural run on his new skis.

In mid May, the Utah Office of Tourism and Delta Air Lines conducted a German Tour Operator FAM to introduce Utah soft

7/19-24	German tour operator experiences Utah's hidden secrets
7/21-23	MERIAN, German coffee table travel guide, features Bryce & Zion
7/24-30	Travel Industry Association (TIA) Board of Directors Meeting - VA
Aug. TBA	Mexican tour operators inspect Utah's summer product
8/3-8/14	German radio broadcasts from Temple Square & Mormon Heritage Highway
8/14-17	Educational Seminar for Tourism Organizations (ESTO), Phoenix, AZ
8/21	Addison Show, Canadian Travel Trade Show - Vancouver, British Columbia
8/22	Addison Show, Canadian Travel Trade Show - Langley, British Columbia
8/23	Addison Show, Canadian Travel Trade Show - Victoria, British Columbia
9/5	Addison Show, Canadian Travel Trade Show - Edmonton, Alberta
9/6	Addison Show, Canadian Travel Trade Show - Calgary, Alberta
9/14-16	Meier's Weltreisen, LTU, Alamo introduce German Travel Agents to Bryce & Zion
9/14	Japanese Association of Travel Agents (JATA) - Tokyo, Japan
9/15-22	UK Sales Mission
9/15-21	Chinese Tour Operators Visit "Top of Utah" while traveling to Yellowstone
9/24	Addison Show, Canadian Travel Trade Show - Montreal, Quebec
9/25	Addison Show, Canadian Travel Trade Show - Ottawa, Ontario
9/25-27	Travel Industry Association (TIA) Leadership Summit - Washington, DC

9/26	Addison Show, Canadian Travel Trade Show - Toronto, Ontario
9/26-28	Top Resa Show - Deauville, France
9/27	Addison Show, Canadian Travel Trade Show - London, Ontario
Oct.TBA	British Tour Operators experience Utah's National Parks
Oct.TBA	"Where America's Mountain West meets Desert Southwest" Benelux Press FAM
Oct.TBA	UK Press Follow Butch Cassidy's Utah Trail
Oct.TBA	ABAV Brazil & Sales Calls
10/4-6	Adventure Travel World Summit - Whistler, British Columbia
10/22-25	Travel Industry Association (TIA) Marketing Outlook Forum - Charlotte, NC
10/15-25	German Press Representatives Tour Utah's Back Roads on Harleys
Nov. TBA	Travel Industry Association (TIA) Board of Director's Meeting
11/1-4	China Int'l Travel Mart, Kunming, China
11/2-6	National Tour Association Convention - Kansas City, MO
11/5-9	Japanese Sales Mission
11/4-11	Belgian Tour Operator, Gazelle, introduces agents to southern Utah
11/12-15	World Travel Market - London, England
Feb. TBA	German Tour Operators Test the Snow for Product Development
2/11-17	Faszination Ski Explores Utah Resorts with German Press



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What's News

The current "Local Secrets, Big Finds" feature on travelocity.com includes destinations along the Wasatch Front including: The Shooting Star Saloon, Huntsville; The Oaks Restaurant, Ogden; The Wasatch Wildflower Festival, Salt Lake City Area; Ruth's Diner, Emigration Canyon east of Salt Lake City; and the Great Salt Lake Shorelands Preserve, near Salt Lake City. Kudos to these five Utah places and events that were singled out among just 295 nationwide following a Travelocity poll that generated 10,000 nominations.

"John Wayne hung out here. Indiana Jones was born here. And Thelma and Louise died here." So begins a July 15 story on Moab as an adventure destination, now posted in the travel section of *The Olympian Online*, the Internet version of the Olympia, Washington newspaper.

A vivid description of Utah's All-American Road, Scenic Byway 12, is included in the newly published book, **"1000 Places to See Before You Die, USA and Canada"** by Patricia Schulz.

Scenic Byway 12 accompanies 13 other nationally or state recognized Utah byways and scenic drives in the new third edition of National Geographic's **"Guide to Scenic Highways and Byways: the 275 Best Drives in the U.S."**

The **Cache Valley Visitors Bureau Food Tour 2007** will showcase the behind-the-scenes production of the valley's signature foods, including locally made products such as honey, chocolates, cheeses, coffee, ice cream, artisan breads,

jams and jellies. Regularly scheduled presentations will allow visitors to interact with local employees who will teach them about their crafts and the history of their respective companies, with some offering facilities tours. Participants include: Aggie Ice Cream and True Blue Cheese, Bluebird Candy Company, Café Ibis, Casper's Malt Shoppe, Cox Honeyland, Crumb Brothers Bakery, Rockhill Creamery and Weeks Berries of Paradise. For more information, call the Cache Valley Visitors Bureau at (435) 755-1890 or tourcachevalley.com.

Governor Jon M. Huntsman, Jr. and golf legend Jack Nicklaus were on hand for the June 18 groundbreaking of **Red Ledges**, a new luxury development to be constructed in Wasatch County east of Heber City. The Nicklaus connection? "The Golden Bear" is slated to personally design Red Ledges' 18-hole, championship-caliber Jack Nicklaus Signature Golf Course, as well as a separate nine-hole Nicklaus design short course golf course.

The development itself, which will take five to eight years to complete, will be a 2,000-acre gated community with 1,200 homes situated around 27 holes of golf and other amenities including a tennis academy.

According to Governor Huntsman, Red Ledges is the kind of "destination facility" that underscores Utah's claim to be "the state of sports."

"In a state that is the fourth or fifth-fastest growing in the country and with travel and tourism evolving so rapidly, this (golf-oriented development) is one of the ways we (will) put our face on the map," Huntsman said.

The **Utah Shakespearean Festival** in Cedar City launched its 46th season in June with six plays opening in six days. This season's Shakespeare productions will include *Twelfth Night*, *Coriolanus* and *King Lear*. Thornton Wilder's comedy *The Matchmaker*, George Bernard Shaw's *Candida* and the world premier of *Lend Me a Tenor: The Musical* will be staged in the Randall L. Jones Theatre.

Festival performances will be Monday through Saturday with matinees at 2 pm and evening performances at 8 pm. Tickets for all the 2007 plays may be purchased online at www.bard.org or by telephone at 800-PLAYTIX.



The nightly Greenshow entertains revelers at the Utah Shakespearean Festival

